

Possible Points	Attachment B Sample Presentation Scoring Sheet
	Vendor demonstrated a clear understanding of how to reach the target audience(s).
	Vendor exhibited creativity of campaign.
	Vendor exhibited creativity of materials.
	Vendor demonstrated the ability to meet the needs of the agency in an efficient, coordinated and timely manner.
	Vendor presented a plan to work collaboratively with agency designees to maximize the campaign's impact and/or to sustain the desired message(s).
	Vendor's campaign strategy is appropriate to the target audience(s).
	Vendor assigned appropriate staff to manage the project.
	Vendor presented creative ideas/materials that meet the needs of the agency.
	Vendor demonstrated maximization strategies to increase the value of campaign(s) purchased.
	Vendor presented appropriate measurement and reporting methods for campaign outcomes.
	Total Score

NAME: _____ DATE: _____

SIGNATURE: _____